What pain do you solve?

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Figuring out the problem you're targeting

- When people buy something, that's usually a reaction to a certain pain or an inconvenience they have
- Most products and services are built as a solution to people's various problems
- **In order to better communicate with your customers and convince them that your product is worth buying, you have to figure out what pain you're targeting**
- #1 If you already made sales, ask your customers why they bought your product
- #2 If you don't have customers yet, ask yourself these questions:

  - Why did I start this business in the first place?
  - When someone uses this product/service, what benefits do they have?
  - Are there substitutes for what I'm trying to do and how do my potential customers feel about using them?